

**TURN UP THE HEAT FOR ALTERNATIVE FUELS!**



## **EXHIBITOR PROSPECTUS**



Conference information [www.cities.doe.gov](http://www.cities.doe.gov)

Hosted by the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy along with the Coachella Valley Coalition and the Northwest Riverside County Coalition

*We are eager to welcome you. . . .*

to the 9th National Clean Cities Conference and Expo. We expect 1,000 alternative fuel vehicle (AFV) enthusiasts to gather at the country's largest display of AFVs in beautiful Palm Springs, California, May 18-21, 2003. Capitalizing on the strength of our more than 80 Clean Cities coalitions, the conference offers AFV partners the chance to showcase the latest technologies, services, and innovations to people in positions to educate, evaluate, and match sellers with buyers.

Clean Cities is a government/industry partnership that relies on a national network of Clean Cities coalitions and their stakeholders to advance the sustained sales and use of AFVs and the fuels that power them. Conference attendees include Clean Cities coordinators; policy makers; a wide range of fleet managers; original equipment manufacturers; education and training associations; dealers; government energy, environmental and transportation agencies; and equipment suppliers.

Wieck Photo Database

## *Palm Springs*

Participants in the 9th National Clean Cities Conference will not only get the most up-to-date information on legislation, product availability, and incentives; they'll experience one of the most extraordinary locations in the United States. Palm Springs boasts abundant sunshine (328 days per year), low humidity, and dramatic scenery. The city's population is 41,500, but an estimated 1,750,000 tourists make the journey annually to this desert oasis. Palm Springs also enjoys 8,435 swimming pools, 60 golf courses, 17 plastic surgeons, and 85 air-conditioning contractors!

### **An Invitation to Exhibit**

We want you to join us as an exhibitor in Palm Springs. The Palm Springs Convention Center (PSCC) is connected to the Wyndham hotel. It has a 66,000-square-foot, carpeted, clear-span, exhibit hall with a 24- to 30-foot ceiling height. The center has triple loading dock capacity and 20,000 square feet of outdoor space for exhibits.

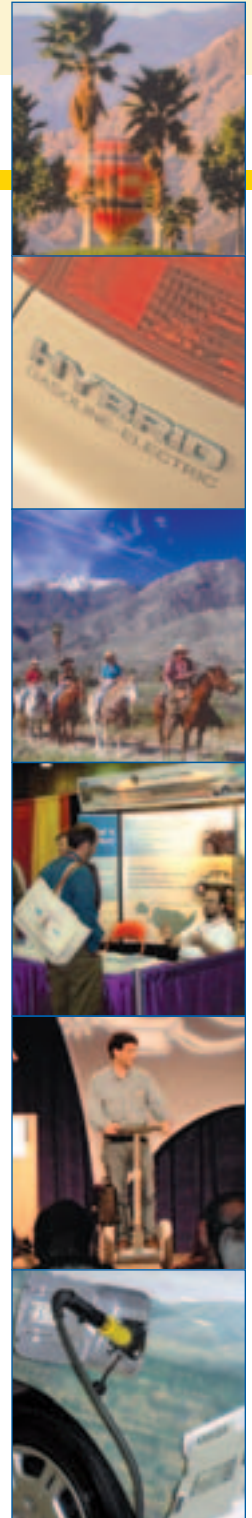
Understanding that you have to make choices about how to spend your marketing dollars, the exhibit offerings were designed with you in mind.

#### *Some of this year's offerings include:*

- ▶ Deep discounts for registering early and online
- ▶ Discounts for sponsors who purchase multiple booths
- ▶ Discounts for companies who exhibited in 2001 and/or 2002
- ▶ One complimentary full conference registration with each booth purchased
- ▶ Discounted full conference registrations with booth rental
- ▶ Discounted exhibit-hall-only registrations for exhibit booth staff
- ▶ Ten complimentary one-day, exhibit-hall passes for customers and prospects (maximum of 50 per company)
- ▶ Link to your home page from the Clean Cities Web site
- ▶ Company description in the Conference Exhibitor Directory

#### *In addition to those incentives, each exhibitor receives:*

- ▶ 10' x 10' exhibit booth
- ▶ 8' high background drape and 3' high side divider drape
- ▶ 7" x 44" sign containing company name and booth number
- ▶ 6' wide skirted table
- ▶ Two chairs
- ▶ One wastebasket
- ▶ Carpeting



# 2003 Rules and Regulations

Exhibitors accept the following rules and regulations in purchasing exhibit space for the 2003 National Clean Cities Conference.

## Assignment of Space

The National Renewable Energy Laboratory (NREL) shall strive to assign booth(s) in one of the locations designated by the exhibitor. NREL reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

## General Security

Uniformed security guard(s) will be provided on the exhibit floor 24 hours a day during the entire show, including designated set-up and dismantling times. Reasonable efforts will be made to prevent loss. The final responsibility, however, lies with the exhibitor. NREL and/or the PSCC assume no responsibility for property placed in the licensed area of the PSCC by exhibitors.

## Insurance

The exhibitor acknowledges that NREL and the PSCC do not maintain and are not responsible for maintaining insurance covering personal injury to the exhibitor or the exhibitor's property. It is the sole responsibility of the exhibitor to obtain insurance covering such losses or damages. It is highly recommended by NREL and PSCC that you obtain all-risk insurance for your exhibit.

## Exhibitor Costs

Exhibitor fees cover only those items described in the prospectus. Any other booth furnishings and equipment must be contracted through the official exhibit service contractor or PSCC. This will be further detailed in the Exhibitor Services Kit.

## Arrangement of Exhibits

All booth arrangements shall conform in all respects to the dimensional and height and weight requirements as set forth in the Exhibitor Services Kit.

## Subletting of Space

No exhibitor may assign, sublet, or apportion the whole or any part of the space unless authorized by NREL.

## Cancellation

No refunds will be issued.

## Compliance with Laws and Rules and Regulations

Exhibitor agrees that its use of the licensed area will comply with all federal, state, and local laws, ordinances and regulations. The exhibitor agrees to comply with the policies of NREL and PSCC.

## Food, Beverages, and Other Concessions

PSCC reserves any and all concessions, including without limitation, the dispensing by gift, sales, or otherwise of all goods, food, refreshments, alcoholic beverages, programs, souvenirs, and sundries. The sale or dispensing of food, beverages, or any other concessions by the exhibitor or anyone claiming through the exhibitor shall not be permitted without the prior written approval of NREL or PSCC.

## Failure to Hold Exhibition

NREL shall not be financially obligated or otherwise committed in the event of the exhibition being canceled or deferred on account of Force Majeure as defined in contractual agreements with PSCC, including fire, flood, riot, earthquake, civil commotion, strike, lockout, labor disturbances, explosions, sabotage, accident, war, other casualty, act of God, or any law ordinance, or any other cause beyond NREL's reasonable control.

## Indemnification and Hold Harmless Clause

Exhibitor agrees that it will conduct its activities upon the premises so as not to endanger any person lawfully thereon and agrees to indemnify and hold harmless, NREL, DOE, the Coachella Valley and Northwest Riverside County Clean Cities coalitions, PSCC, and the City of Palm Springs (the "indemnified parties") from any and all claims, demands, loss, liability, cost, or expense of any nature whatsoever. The exhibitor hereby assumes full responsibility for the acts and conduct of all persons admitted to the premises by consent of the exhibitor, and the exhibitor agrees to pay damages for any damage to the PSCC facility or premises resulting from its use or occupancy thereof or from persons participating with or attending the function contemplated by this agreement.



Courtesy Jack Hollingsworth

*Palm Springs  
Convention Center*



# Preliminary Conference Schedule (*Tentative*)

Items in *italics* and **bold** relate to exhibitors.

## ○ Sunday, May 18, 2003

<b>6:00 a.m.–10:00 p.m.</b>	<b><i>Exhibit Set-Up</i></b>
1:00 p.m. and 3:00 p.m.	Tour of SunLine and/or Waste Management
7:00 p.m.–9:00 p.m.	Opening Reception Off-Site

## ○ Monday, May 19, 2003

7:30 a.m.–8:30 a.m.	Continental Breakfast at the Wyndham
8:30 a.m.–10:00 a.m.	Opening General Session
<b>10:00 a.m.–1:30 p.m.</b>	<b><i>Expo Hall</i></b>
10:30 a.m.–Noon	Concurrent Sessions (3)
<b>Noon–1:30 p.m.</b>	<b><i>Lunch in Expo Hall</i></b>
1:30 p.m.–3:00 p.m.	General Session
<b>3:00 p.m.–3:30 p.m.</b>	<b><i>Break in Expo Hall</i></b>
3:30 p.m.–5:00 p.m.	Concurrent Sessions (3)
<b>5:30 p.m.–7:30 p.m.</b>	<b><i>Expo Hall Reception</i></b>

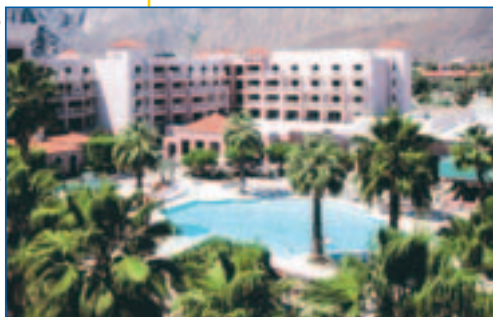
## ○ Tuesday, May 20, 2003

7:30 a.m.–8:30 a.m.	Continental Breakfast at Wyndham
8:30 a.m.–10:00 a.m.	General Session
<b>10:00 a.m.–1:30 p.m.</b>	<b><i>Exhibit Only and Ride-n-Drive</i></b>
<b>Noon–1:30 p.m.</b>	<b><i>Lunch in Expo Hall</i></b>
1:30 p.m.–5:30 p.m.	Niche Market Workshops (8) Non-fleet specific topic session (1) (Break from 3:00–3:30 p.m.)
<b>3:00 p.m.–7:00 p.m.</b>	<b><i>Expo Hall Open to Attendees and Public</i></b>
7:00 p.m.–9:00 p.m.	Closing Reception Off-Site
<b>7:00 p.m.–Midnight</b>	<b><i>Exhibit Dismantling</i></b>

## ○ Wednesday, May 21, 2003

<b>6:00 a.m.–2:00 p.m.</b>	<b><i>Exhibit Dismantling</i></b>
8:30 a.m.–10:30 a.m.	General Session - Awards Breakfast at Wyndham
10:30 a.m.–Noon	Concurrent Sessions (3)
Noon–12:30 p.m.	Closing General Session
Afternoon	Golf Tournament (tentative)

Wyndham Palm Springs



Wyndham  
Palm Springs Hotel  
760-322-6000 or  
800-WYNDHAM

**The official conference hotel is the Wyndham Palm Springs. We urge you to make your reservations early.**

### ***Rates:***

\$149 or prevailing government rate for those who are eligible. Reference "Clean Cities Conference" when making your reservation. Reservations must be made by April 25, 2003, in order to be eligible for the group rate.

# Exhibitor Application and Agreement

For Office Use Only

**9th National Clean Cities Conference and Exposition**  
**May 18–21, 2003, Palm Springs Convention Center, Palm Springs, California**

Date Rcvd: \_\_\_\_\_

Check #: \_\_\_\_\_

Amount \$: \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Reserved by \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

## Fees

To secure the online registration rate, register at <http://www.ccities.doe.gov/conference.shtml>

Category	Early - Online (Before 1/6/03)	Early - Offline (Before 1/6/03)	Late - Online (After 1/6/03)	Late - Offline (After 1/6/03)	
First Booth	\$1,500	\$1,750	\$1,750	\$2,250	= \$ _____
Additional Booths	\$1,000	\$1,250	\$1,250	\$1,750	= \$ _____
Sponsor Booth	\$1,250	\$1,500	\$1,500	\$2,000	= \$ _____
Sponsor Additional Booths	\$750	\$1,250	\$1,250	\$1,500	= \$ _____
2001/2002 Exhibitors	\$1,250	\$1,500	\$1,500	\$2,000	= \$ _____
2001/2002 Additional	\$750	\$1,250	\$1,250	\$1,500	= \$ _____

**TOTAL = \$ \_\_\_\_\_**

## Rate Guidance

1. There is no additional discount if you were an exhibitor in 2001 and/or 2002, and you are sponsoring in 2003.
2. Sponsorship categories must be selected and paid for to be eligible for the discounts. A sponsor is defined as a company/organization that contributes a minimum of \$2,500 cash. For sponsorship information go to <http://www.ccities.doe.gov/conference.shtml>
3. Exhibit space must be selected and paid for to be eligible for the "early" discounts.
4. Exhibit space is not refundable.

## Booth Choices

Please list the booth number(s) you wish to reserve in order of preference.  
(floor plan on back page)

First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

## Send/FAX completed form with payment to:

Sara Huntley  
1617 Cole Blvd., MS 1623  
Golden, CO 80401-3393  
FAX: 303.275.4320

**For Information, call**  
303.275.4317

## Payment

VISA ☐  
MasterCard ☐  
Check ☐

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

## Official Exhibitor Information for Conference Program and Booth Signage

Please provide a product/service description for inclusion in the Final Program (30 or fewer words). \_\_\_\_\_

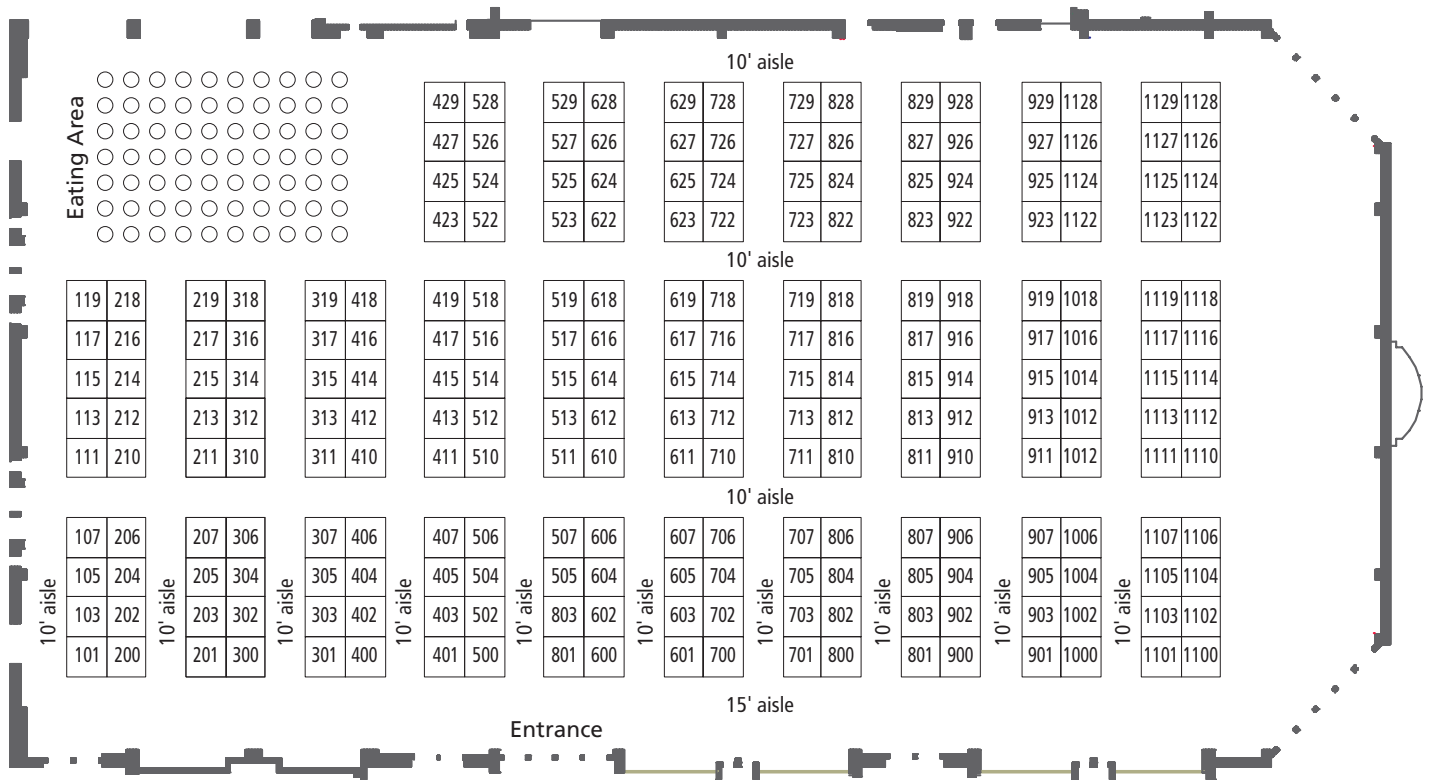
I acknowledge and have read all applicable rules and regulations as stated in this prospectus. I specifically acknowledge the indemnification/liability clause printed, and acknowledge that I have read the recommendation to acquire all-risk insurance for my exhibit. By signing this or submitting it electronically, I acknowledge that I have the authority to enter into this agreement on behalf of my company/organization.

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Palm Springs Convention Center - Exhibition Hall Floorplan

## 9th National Clean Cities Conference and Exposition - May 18–21, 2003



Clean Cities  
National Renewable Energy Laboratory  
1617 Cole Blvd., Mail Stop 1633  
Golden, CO 80401